

Toolkit for Program Success: Program Engagement and Sustainability Marketing Strategies

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About NCOA



Who We Are:

NCOA is a respected national leader and trusted partner to help people aged 60+ meet the challenges of aging

Our Vision:

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security



National Council on Aging

NCOA's Center for Healthy Aging



- Goal: Increase the quality and years of healthy life for older adults and adults with disabilities
- Two National Resource Centers
 - Chronic Disease Self-Management Education (CDSME)
 - Falls Prevention
- Other Key Areas of Focus
 - Behavioral Health
 - Physical Activity
 - Flu + You
 - Oral Health

Technical Assistance



Chronic Disease Self-Management Education Programs



- Better Choices, Better Health® online programs for CDSMP, Arthritis, and Diabetes
- Cancer: Thriving and Surviving
- Chronic Disease Self-Management – English, and Spanish
- Chronic Pain Self-Management
- Diabetes Self-Management – English, and Spanish
- EnhanceWellness
- Positive Self-Management Program for HIV
- Support programs focused on depression, medication management, physical activity, and more



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Individuals Served to Date



Since 2010, over 280,000 participants enrolled in CDSME workshops!

	% of Participants Reporting Relevant Data
Female	75.6%
Living Alone	44.0%
Hypertension	41.0%
Arthritis	36.7%
Diabetes	31.5%
Multiple Chronic Conditions	58.8%
Disability	46.1%

CDSME Program Benefits – National Study



Better Health

- Better self-assessed health and quality of life
- Fewer sick days
- More active
- Less depression
- Improved symptom management

Better Care

- Improved communication with physicians
- Improved medication compliance
- Increased health literacy

Lower Costs

- Decreased ER visits and hospitalizations (\$364 net savings per person)



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Effective Strategies to Market Evidence-Based Programs



Best Practices Toolkit: Resources from the Field

A centralized location for sharing resources from across the U.S. to foster the expansion and sustainability of CDSME programs



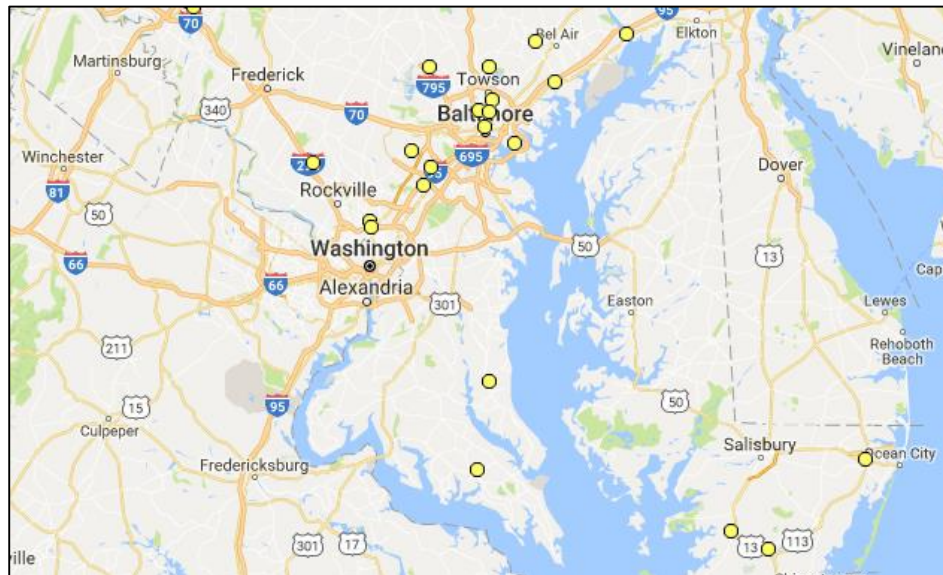
Centralized and Coordinated Marketing Processes



- Statewide name
- Statewide website with listings of workshops
- Statewide toll-free number
- Standardized marketing and recruitment materials
- Marketing plan with multi-faceted approaches
- Participant engagement and enrollment processes
- Evaluation to learn what works

Centralized Websites with Referral Tools

- Be Healthy Maryland
 - Statewide map
 - Statewide calendar (searchable by workshop type)
 - Ability to refer a patient to local workshops
 - Allows cross-promotion across programs (CDSMP, DSMP, Cancer Thriving and Surviving, etc.)



Target Outreach Efforts to Your Specific Audience



- Caregivers and People with Dementia
- Adults with Disabilities
- People with Low Literacy
- Racial and Ethnic Minorities
- Outreach to African Americans
- Outreach to Native Americans
- Outreach to Hispanic and Latino Populations
- Rural Populations

- Newspaper articles
- Radio announcements
- Website postings
- Posters placed in strategic locations
- Presentations in a variety of community settings
- Meetings with groups and agencies in the community



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Develop Marketing Approaches



- Personal approaches and messages are the most effective
 - Community presentations
 - Word of mouth from people who are known
 - Referrals or recommendations from trusted individuals
 - Personal contacts, sign up, and follow up at health fair, church, or other event
- Referral partnerships are important to fill workshops, e.g., health care systems
- Messaging should reflect what is important to your target audience
 - Feel better; do the things you want to do; put life back in your life



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Marketing – Language Preferences



- Use language that is positive and empowering
- Be clear and concise
- Couch messaging around health benefits
- “Workshop” or “program,” instead of “classes”
- “Ongoing health condition,” instead of “chronic disease”
- “Helps you learn,” instead of “teaches”
- “Strategies” instead of “skills”

Marketing and Recruitment Templates

- Available in English and Spanish
- Customizable to include different photos that represent your community
- Includes:
 - Poster
 - Brochure
 - Presentation
 - Calendar Announcement
 - Newsletter Story
- New templates coming soon!



Implement Session Zero



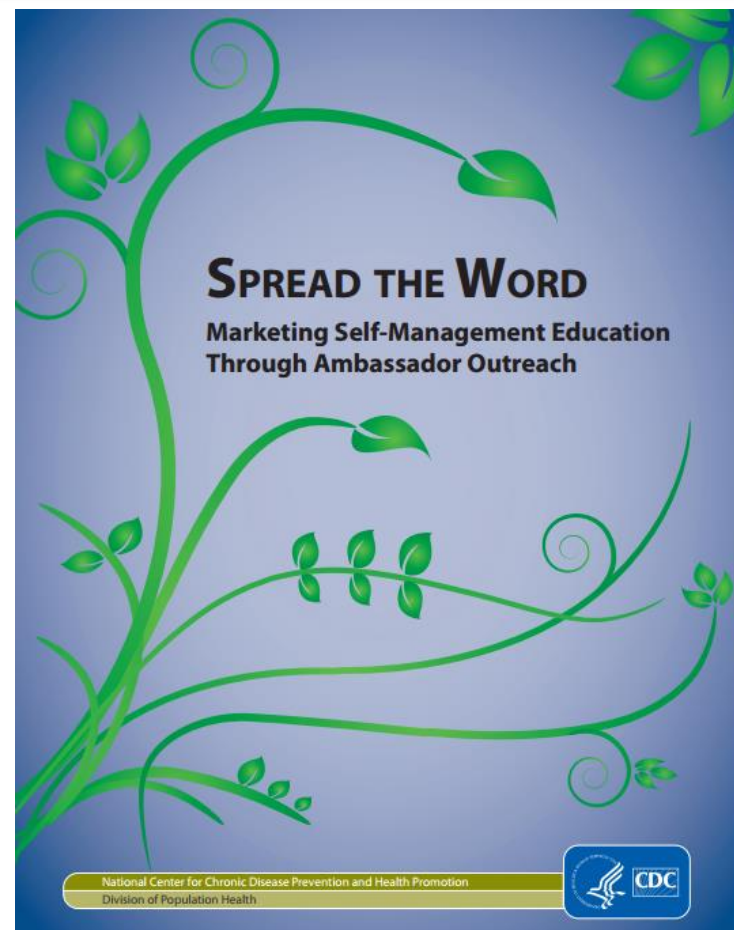
- Orientation session to describe the program, demonstrate an activity, and complete enrollment paperwork
- Found to facilitate enrollment, increase participant retention, and foster positive views of CDSME
- Sample scripts and presentations to guide Session Zero
- Option to implement a short, topic-specific workshop prior to beginning the CDSME workshop, like the “Living Health with High Blood Pressure” module



Source: Jiang, L., Smith, M.L., Chen, S., Ahn, S., Kulinski, K.P., Lorig, K., Ory, M.G. (2015) The Role of Session Zero in Successful Completion of Chronic Disease Self-Management Program Workshops. *Frontiers in Public Health*, 2(205), 95 - 100.

Recruit Participants Through Ambassadors

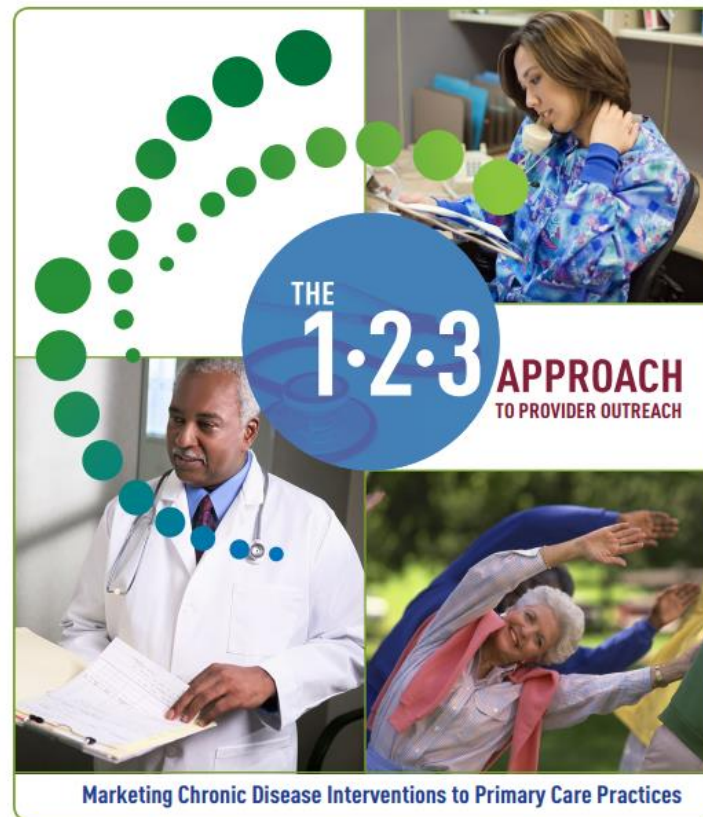
- CDC guide to marketing through ambassador outreach
- Found that most people do not know that self-management education workshops exist in their community
- Prefer to learn from “someone like me”
- Most people learn about workshops from friends and family
- Similar strategy - Community Health Workers



<http://www.cdc.gov/arthritis/marketing-support/ambassador-outreach/index.htm>

Marketing to Health Care Providers

- Primary care providers may not be aware of self-management education programs in their community
- CDC Arthritis Program created the 1-2-3 approach to plan and conduct face-to-face visits with providers in your community
- Tools to develop a marketing plan, conduct outreach, and evaluate outreach efforts



National Center for Chronic Disease Prevention and Health Promotion
Division of Population Health



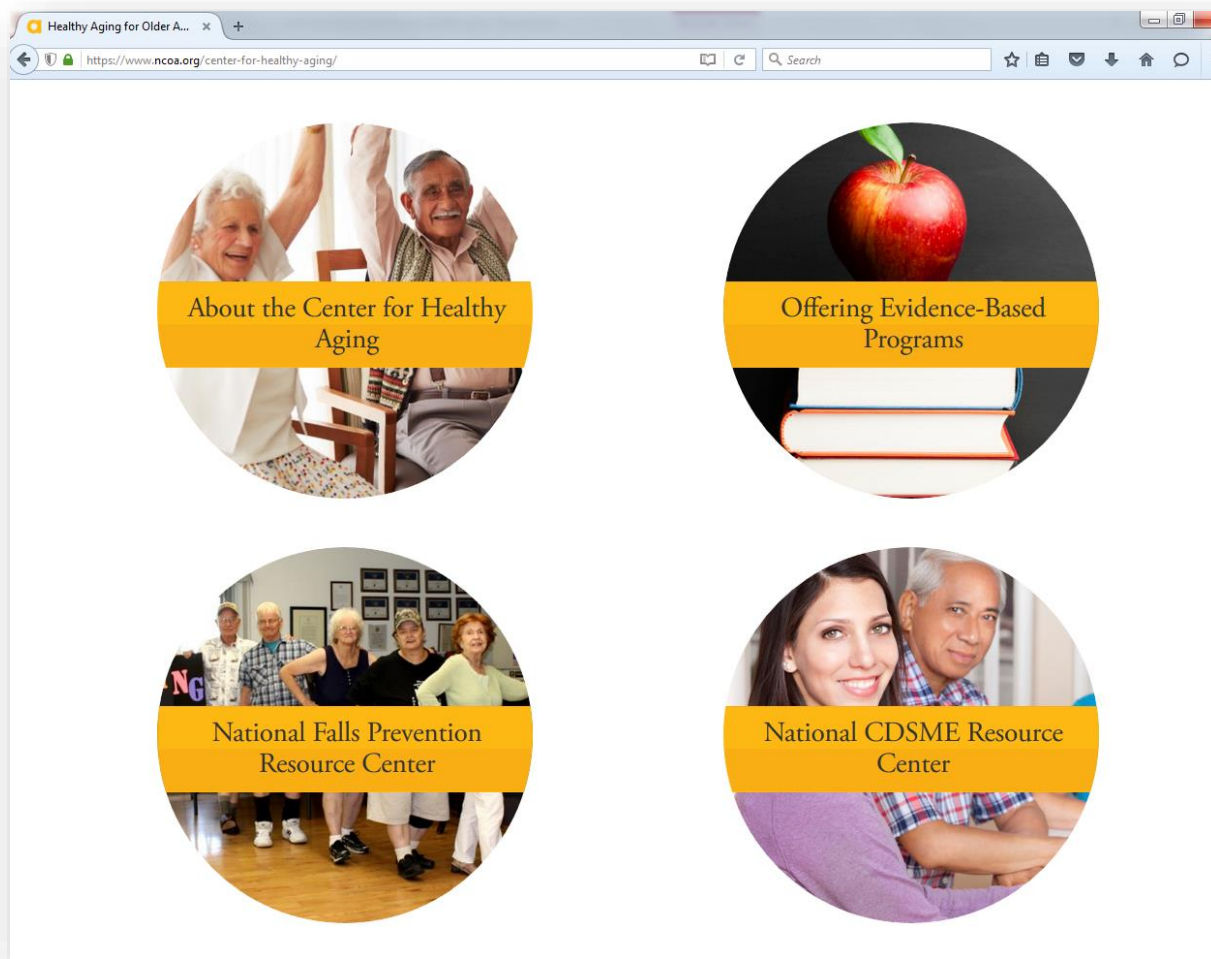
<http://www.cdc.gov/arthritis/marketing-support/1-2-3-approach/index.html>

Developing Partnerships with Health Care Organizations and Health Plans

- Hospitals
- Health Care Systems
- Health Plans
- Patient-Centered Medical Homes
- Federally-Qualified Health Centers
- Medicaid State Agencies
- ACOs/MCOs
- and more!



Resources – www.ncoa.org/cha



Join us!



- Visit ncoa.org and sign up for the Center for Healthy Aging enews
- Join our **online communities** (www.ncoacrossroads.org)
- Follow **@NCOAging** on social media
- Share NCOA's free, trusted tools with older adults
 - BenefitsCheckUp.org
 - EconomicCheckUp.org
 - MyMedicareMatters.org



Contact Information



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